## MINUTES OF MEETING CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY WEDNESDAY, FEBRUARY 2, 2011 – 6:00 P.M.

## 1. Call to Order/Roll Call

Chairman McElyea called the meeting to order at 6:00 p.m.

Present:

Chairman:

C. K. "Mac" McElyea

Vice-Chairman:

Anne Castro

Board Members:

Walter Duke Bobbie Grace

CRA Executive Director:

Jeremy Earle

City Attorney:

Thomas Ansbro

CRA Secretary:

Louise Stilson

Absent:

Board Member:

**Bob Anton** 

## 2. Approval of Minutes

Vice-Chairman Castro motioned to approve the minutes of December 1, 2010; seconded by Board Member Grace. The motion carried unanimously.

## 3. CRA Updates

Mindy Hertzon, CRA Administrative Coordinator, reported on the first Merchant Association meeting held at Jimmie's Chocolates on January 4, 2011. At the meeting they discussed some of the CRA and Enterprise Zone Incentive Programs which are available to business owners. Ms. Hertzon further said that the next Branding workshop will take place on Monday, February 14 at 7:30 a.m. in the first floor Conference Room at City Hall. She noted Wilesmith Advertising already had a meeting in January and there was a good turnout. They would like to see community participation on how they want to rebrand our City. Lastly, Ms. Hertzon advised that the rebranding initiative should take approximately six months to roll-out.

Director Earle reported he and Attorney Mike Moskowitz have been working hard with the County regarding available funds for the CRA.

Mike Moskowitz, CRA Special Counsel, provided a brief history of the Interlocal Agreement with Broward County for the Redevelopment Capital Program (RCP) where the Dania Beach CRA had set aside \$6,345,866.00. He explained that these funds were to be used for water and

sewer infrastructure improvements. Attorney Moskowitz clarified that we do not receive the funds unless we have selected a specific project. The City of Dania Beach decided to fund these infrastructure improvements through SRF funds from the State of Florida. He indicated that the County determined these unused funds should go back to the RCP General Fund to be allocated to any other CRA in Broward County. Attorney Moskowitz said that after a lengthy process, the CRA was successful in keeping the funds, but they have to be used by February 21, 2011. He further provided details of the funds that have already been received from the County and the amount that is still due to us. Attorney Moskowitz advised that the 5<sup>th</sup> Amendment will be before the County Commission for approval on their next agenda. We still have approximately \$1M, which will soon expire. He noted that the CRA does not have another project for these funds; therefore we need to do our best to find one where we can use the remaining funds. Attorney Moskowitz indicated that they met with Bertha Henry, Broward County Administrator, to discuss alternatives to preserve the funds; however the County will not support an extension of the funds. He asked the Board to consider a scenario with a reasonably complete application, and hopefully the County would allow us to extend our timeframe. The County Administrator said if our proposal is submitted for their February 22 agenda, she would recommend that the project be accepted. Attorney Moskowitz noted that Director Earle suggested the infrastructure for the roadway leading to Hotel Indigo be used as the project that would qualify for this application. He said that a dedication of the roadway would be required in order for the funds to be allocated. Lastly, he pointed out that the packet must be submitted to the County by February 14.

Board Member Grace remarked we need to move forward and put a project on the table for approval by the County Commission.

Board Member Duke noted he does not like to be backed into a corner and we must try to avoid this from happening again. He added he was unaware of the expiration date of February 21, 2011. Board Member Duke said that he likes the Indigo Hotel project and he would support this option. He remarked that as partners we deserve to be able to look at Hank Thomas' numbers and make sure we all agree.

Attorney Moskowitz noted that they informed the County Administrator that the City recently adopted a City TIF and made her aware of what the City has accomplished.

Vice-Chairman Castro reminded everyone that originally infrastructure was not an acceptable use for the County. She remarked how upset she was to find out that staff decided to use SRF funds for the infrastructure improvements without bringing it to the Commission for consideration. Vice-Chairman Castro noted that the County has been very generous with our arguments. She stated that she would like to make this work so we can get the \$1M from the County and added that she will do whatever it takes to move this project forward.

Attorney Moskowitz noted this issue will be very controversial with the County and requested the assistance of the CRA Board/City Commission. Lastly, he asked the Board to authorize the Chairman to execute any appropriate documents to submit to the County.

Director Earle responded for Chairman McElyea that the right-of-way to be dedicated to the City in order to use RCP funds is approximately 60 X 180 feet. He added that it goes from Federal Highway to 1<sup>st</sup> Avenue.

Hank Thomas, Downtown Dania Beach Development, LLC, noted that as part of the Development Agreement with the City, they are scheduled to contribute to the City at some point. He indicated that it will be a dedicated road to the City. Mr. Thomas introduced some of his partners who are involved in the hotel project. He further advised that they are working on a deal to enable them to build the rental units.

Vice-Chairman Castro motioned for Chairman McElyea to sign any documents required through the process; seconded by Board Member Grace. The motion carried on the following 4-0 Roll Call vote:

Board Member Duke	Yes	Vice-Chairman Castro	Yes
<b>Board Member Grace</b>	Yes	Chairman McElyea	Yes

Director Earle noted that \$2.3M of the money we have received has gone directly to the neighborhoods. He clarified the funds cannot be used for anything other than redevelopment. Director Earle remarked that we are going to fight for any additional funds. Lastly, he advised that a special meeting of the Commission and the CRA may be needed before February 14.

## 4. Public/Private Partnership Presentation – Kim Briesemeister, MetroStrategies, Inc.

Board Member Duke would like to get the word out to our residents, so they can be educated on how the public-private partnership works.

Kim Briesemeister, MetroStrategies, Inc., presented a PowerPoint on public/private partnerships. A copy of the presentation will be attached to the minutes.

## 5. <u>Hotel Indigo Update</u>

Director Earle noted the hotel project is one part of a large development which is the City Center project.

Hank Thomas, Downtown Dania Beach Development, LLC, provided an update on the current project. He advised that the roundabout and the first section of the roadway should be completed by mid-March. Mr. Thomas noted that immediately after, they will begin construction of the hotel and complete the last part of the roadway.

Nick Mihelich, Landscape Architect, Urban Design Kilday Studios, provided a PowerPoint of the City Center Plan which is attached to and incorporated into these minutes. He explained that the design elements would occur from City Hall, through the roundabout/Library area to US-1.

Mr. Thomas spoke about the new City Hall building. He noted that the entire concept of this redevelopment area is centered on the future City Hall.

Jean Francois Gervais, Director, International Design Engineering and Architecture (IDEA), presented an overview of the proposed City Hall project. He noted that the new City Hall building is the most important part of the development. Mr. Gervais explained that they wanted to create a very open area that invites the public inside; therefore they used a lot of glass windows in the building. He stated that this is just a preliminary plan for the City Hall project.

Vice-Chairman Castro noted she was very pleased with the design of the City Hall Center, as well as the glass windows, spacing and flexibility to grow and expand in the future. She thought it would match nicely with the new Library.

Larry Beame, Beame Architectural Partnership, presented an overview of the Hotel Indigo project. He noted that they designed this hotel to be recognized as a catalyst for redevelopment in Dania Beach as well as an activity generator. The building will be a LEED certified building. Mr. Beame explained that Mr. Thomas plans to bring in a world-class brasserie which will generate a lot of activity.

Mr. Thomas noted the restaurant he is negotiating with is the Buddha Bar and Restaurant and they will be creating a restaurant specifically for this hotel.

Peter Walz, Principal and Executive Vice-President of Driftwood Hospitality Management, LLC, noted this hotel will be successful because it is an Indigo Hotel, it is adjacent to the Airport and the cruise ship industry; the immediate business community and most of all because the community really wants this hotel to be part of their downtown.

Mr. Thomas noted that he has a personal relationship with the people involved in these projects and he is confident that we will get a lot accomplished this year.

## 6. College Gardens Presentation

Director Earle noted the Ely Boulevard project had some flaws, and the College Gardens Board members unanimously agreed to change it to Phippen Waiters Road. He asked the CRA Board to approve the change and switch the funds that were originally allocated to Ely Boulevard to Phippen Waiters Road.

Vice-Chairman Castro motioned to approve changing the project to Phippen Waiters Road; seconded by Board Member Grace. The motion carried unanimously.

## 7. Phippen Waiters Road Contracts – Design and Surveying

Board Member Duke motioned to approve the contracts with Calvin Giordano and Associates (Surveying \$26,842.50) and Witkin Hults Design Group (Design \$29,000.00); seconded by Board Member Grace. The motion carried unanimously.

## 8. Merchant Assistance Program

Jeremy Earle, CRA Executive Director, noted that this is a program that will help business owners in our downtown area. He advised that we already have businesses that have expressed an interest in applying for the program.

Kim Briesemeister, MetroStrategies, Inc., provided an overview of the program that was included in the agenda packet.

Board Member Grace motioned to approve the CRA Merchant Assistance Program, as presented; seconded by Vice-Chairman Castro. The motion carried unanimously.

## 9. CRA Procurement Policies and Procedures

Jeremy Earle, CRA Executive Director, noted that these policies and procedures follow the one currently in use by the City of Dania Beach administration. He recommended approval of the CRA Procurement Policies and Procedures.

Vice-Chairman Castro motioned to approve the CRA Procurement Policies and Procedures, as presented; seconded by Board Member Grace. The motion carried unanimously.

Jeremy Earle, CRA Executive Director, noted that last year when staff traveled to Washington, D.C. they met with representatives of Alcalde & Fay, Ltd., a firm that works directly with the Florida Inland Navigation District (FIND) and their partners. He further explained that we do not currently have a lobbyist in Washington, and there is an opportunity to submit a request to the Transportation Committee for our marine industry initiatives. Director Earle would like to use Alcalde & Fay for four months so we can move forward with our marine projects. At the conclusion of their services, the City could evaluate whether to keep them or go out for an RFQ. He asked the Board to approve appointing Alcalde & Fay as a lobbyist for four months for a contract price of \$12,664.00.

Board Member Duke noted this matter is presented to the Board as a last minute plan when our marine industry is one of the most important initiatives in our City. He was disappointed to see that in two years there has not been any progress on the bridge projects. Board Member Duke remarked that we need to pay attention to this initiative because it is a job creator and a long-term economic benefit to our City.

Board Member Duke motioned to hire Alcalde & Fay, Ltd., as lobbyist; seconded by Board Member Grace.

Minutes of Regular Meeting
City of Dania Beach Community Redevelopment Agency
Wednesday, February 2, 2011 – 6:00 p.m.

Director Earle noted that Congress did not make any move on the highway bill last year; however, the new Congress is committed to move it forward this year.

## The motion carried unanimously.

Board Member Duke asked for an update on the US-1 landscaping project. He questioned if we need to discuss the funding issue now so we can have it resolved.

Director Earle advised that on the February 8 Commission agenda there will be an item for discussion regarding the use of Tree Preservation funds for this project.

## 10. Adjournment

Chairman McElyea adjourned the meeting at 7:45 p.m.

ATTEST:

LOUISE STILSON, CMC CRA SECRETARY

Approved: April 6, 2011

COMMUNITY REDEVELOPMENT AGENCY

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CHAIRMAN - CRA

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Tren #4

Dania Beach Community Redevelopment Agency

February 2, 2011

Discussion of

**Public-Private Partnerships** 

MetroStrategies, Inc.

## Agenda

## \* Introduction

- MetroStrategies Inc.
- Kim Briesemeister (President)
- \* Public-Private Partnership (PPP)
- Private Sector Strengths
- Public Sector Strengths
- Advantages
- Case Studies
- \* Process
- 6 Keys to a Successful PPP



## What is a PPP?

- agreement between a public agency (federal, state, or A Public-Private Partnership is a contractual local) and a private sector entity.
- Through this agreement, the skills and assets of each sector (public and private) are shared in delivering a service or facility for the use of the general public.
- In addition to the sharing of resources, each party shares in the risks and rewards potential in the delivery of the service and/or facility.



# Private Sector Strengths

# The result of Market Competition

- Management efficiency
- Newer technologies
- Workplace efficiencies
- Cash flow management
- Personnel development
- Shared resources (money?)

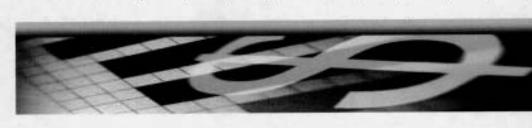
# **Public Sector Strengths**

- The result of Serving the Public Trust
- Legal authority
- Protection of Procurement Policies
- Broad perspective/balance the competing goals to meet public needs
- Personnel (dedicated but constrained)
- Capital resources

# Successful Partnerships

The Secret is to Balance the Strengths of both Sectors





## Advantages of PPP

- Maximizes the use of each sector's strength
- Reduces the development risk
- Reduces public capital investment
- Mobilizes excess or underutilized assets
- Improves efficiencies/quicker completion
- Better environmental compliance
- \* Improves service to the community
- Improves cost effectiveness
- Shares resources
- Shares/allocates risks
- Mutual rewards

# **Atlantic Grove Development**

Delray Beach, 400 and 500 Blocks of West Atlantic Avenue Location:

4-city blocks, new construction, infill, mixed-use development consisting of Description:

25,000 square feet of retail, 50,000 square feet of office, 24 condominiums, and 67 townhomes.

New Urban Communities, Delray Beach

**Developer:** 

\$25,000,000 Cost: \$15.00 psf triple net Rental Rate:

\$14.00 psf Office Rate: \$145,000-\$175,000 (sold out in one month in 2002) Townhouse: Assembled 13 properties and issued RFP; a public/private partnership CRA:

Delray Beach CDC and TED Center CDC CDC

Secondary financing by USC Other:

85% of retail and 75% of office; townhomes sold out. Occupancy:

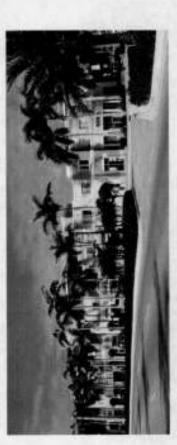
the County Courthouse. It is the first large scale mixed use project in the African-American community and it was developed with several organizations The project is a success from a retailing point of view and residential point of view. The office is more difficult but it is situated across the street from Comments:



nduding two CDCs and LISC.



# La Piazza at Young Circle



Location: Downtown Hollywood, Young Circle

Year: 199

Description: 20,000 sq. ft. retail and 21 apartments

artners: Steve Berman

Hollywood CRA

City of Hollywood

La Piazza was the first new residential development built in downtown **Description:** 

Hollywood in over 25 years.

Pricing: Lofts: \$1270

1,2,3 Bedroom Luxury Apartments: \$875-1475

Cost: \$6 million

The City entered into long term lease on a CRA owned lot. The only interest Comments:

shown in the site previously was from PayLess shoe store. This project brought brand new retail to Hollywood Bloulevard and new residential units

revitalizing the entire street.

February 2, 2011

# Major Mixed-Use Infill Projects



2000-2007 Year. Project Costs: Approximately \$100 million

Rental Rates: \$950 - \$1800

\$199,000 - \$550,000 Sale Ranges:

years in the Flagler Village area of downtown Fort Lauderdale. The area was These projects represent the first new redevelopment projects in over 20 Description:

overlooked by developers and the private sector until the CRA provided a

clear redevelopment program and financial incentives for redevelopment.

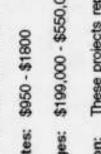
CRA tools: Tax increment financing Infrastructure, streetscape support and The CRA partnered in all of these projects using one or all of the following fast track permitting Subsidy:

Crow and ZOM, major residential developers, were finally attracted to the Currently, over \$180 million of additional construction is underway. Trammel Ragler Village area. These projects are spurring a need for transit and new These projects spurred major interest on parcels in the downtown. transportation options as well as new retail development. Result:











## Harrison St. Retail



Location: Downtown Hollywood, Harrison Street

Year: 19

The incentive programs created by the CRA enabled the property owner to This new retail project was built on a lot that had been vacant for years. Description:

secure new tenants for the area, many of which were attracted from South

Beach in Miami.

Partners: Developer Jerry Mintz of the Mintz Companies

Hollywood CRA

Cost: \$2.5 million

Average rent on Harrison Street in 1995 \$8 psf, and rose to \$14psf after Rents:

development of the project.

Result:

This project was a major influence on the street with six new retail bays that provided major impact to the once vacant block. The project also attracted

additional retail activity to Harrison Street.

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# Retail Redevelopment - Harrison St.



Downtown Hollywood, Florida Location:

Developer: Jerry Mintz City of Hollywood Hollywood CRA Partners:

\$270,000 Cost

Rents:

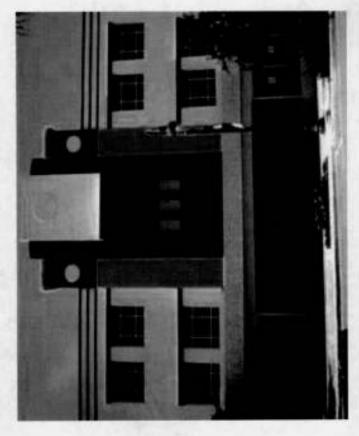
The retail shops along Harrison Street had aged and were deteriorating due to lack of rehabilitation and care of the properties. Mr. Mintz purchased and Comments:

rehabilitated the buildings with assistance of the CRA

\$44,000 for rehabilitation through an incentive program Subsidy: 40 new retail businesses located to the area and Downtown Hollywood became a destination for locals and visitors alike. The activity ultimately Results:

spurred over \$100 million in redevelopment and commercial activity as well

the implementation of an Arts Park.



## Location: Year: Partners:

# Midtown Commerce Center





Location: Fort Lauderdale, Sistrunk Boulevard

'ear: 2000-2007

development, located at NW 6th Street and NW 10th Avenue, received development assistance from the CRA. This project will contain retail and

Right; State Representative Chris Smith acquired a parcel and sought the CRA's assistance in redevelopment of a plaza along Sistrunk Boulevard.

ners: Sheryl Dickey/Midtown Commerce Center; CRA

Chris Smith; CRA

local developers to build along the corridor. In support of the local business owner, the CRA was offered the land at a discounted rate to assist the The CRA acquired multiple parcels along Sistrunk Boulevard and sought business owner in securing financing for this project. Comments:

February 2, 2011

# **Dorsey Riverbend Infill Housing**







Location: Fort Lauderdale

Year: 2000-2007

Partners: Fort Lauderdale CRA

City of Ft. Lauderdale Community Development and Housing Department

Mo Homes & D'Angelo Development (local builders)

16 CRA and City owned lots conveyed to local developers for single family infill development Description:

...

Comments:

\$215,000 - \$250,000

Model Home Row, located in the Dorsey Riverbend neighborhood was initiated by the CRA in partnership with the City of Fort Lauderdale Office of Housing and Community Development. Together they purchased sixteen lots in and around Walker Elementary School, creating a focal point that showcased the potential for infill development. The local developers for this project included Mo Homes and DeAngelo Development both of whom have ties to the community through living or working in the community for a number of years. The project provides quality, attractive housing options on land that was once underutilized.

## Avenue Lofts

Location: Downtown, Fort Lauderdale

Year: 2000-2004

Production: 100 unit loft project

Project Costs: Approximately \$22 million

Sale Ranges: \$199,000 - \$550,000

fourteen year period. In addition the Developer and CRA shared infrastructure in place to support developers through public/private partnerships which The Public/Private partnership provided annual tax increment financing over a The Flagler Village area had been overlooked by the private sector due to the high risk of development in the area. Specific CRA programming was put resulted in attracting Hooper construction to build the Avenue Lofts project. and streetscape improvements costs to upgrade the entire street Description:

The CRA provided tax increment of approximately \$140,000 annually for 14 years and \$200,000 in streetscape improvements. Subsidy:

and created comparable sales figures for future development to occur. The project then spurred the next project that generated \$325,000 in new tax The project generated approximately \$200,000 new annual tax increment

February 2, 2011

Results:



## The Process

(how do you attract the interest of the private sector?)

- The Problem of "No Response"
- The need to make a return on the investment
- Up-front costs at risk
- Public Sector steps before the RFP
- General concept design, but not design specific
- Evaluation of the value of publicly held lands
- Evaluation of market potential, including tax revenues to be generated
- RFQ to select a design and construction team
- RFP to the select group developed by the RFQ
- Private pre-RFP costs can be significant, but projects have a higher probability of success (because of the pre-RFP



Statutory and political environment

Organized structure

Detailed business plan

Guaranteed revenue stream

Stakeholder support

Pick your partner carefully

\* 1st Key

The Environment

- Statutory authority and regulations

- Political leadership must be in place

Leading political figure

Top administrative Officials

"the will to change the system"

Strong policy statement

♣ 2nd Key

Organized Structure

Dedicated group (tied to the purpose of the partnership)

Dedicated and TRAINED personnel to monitor implementation

Need for good governance

To assure an open and fair procurement process

Consolidate staff = easier to monitor





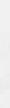
♦ 3<sup>rd</sup> Key

- Detailed Business Plan (i.e. enforceable contract)
- Performance goal oriented
- Allow for innovative plans
- Best value vs. lowest price
- Plan/contract should include:
- Specific milestones and goals
   Reporting of metrics and frequency
- Risk allocation
- Shift to the private sector can raise costs
- · Identity best practices to retain
- Dispute resolution methodology
- Workforce development
- Develop in-country resources/small businesses

- ♦ 4th Key
- Guaranteed revenue stream
- TIF
- Tolls/fees
- Long-term maintenance contracts
- Creative approaches



- ♦ 5th Key
- Stakeholder support
- Public sector employees
- Private sector
- Labor unions
- End users
- Competing interests
- Requires:
- Open and frank discussions between sectors
- Knowing the facts
- Translating each other's langauge



- ♦ 6th Key
- Pick your partner carefully
- Verify experience (technical capability)
- Verify financial capability
- Best value vs. lowest price
- Remember each sector's motivation
- Genuine need (market value to the project)
- Political/statutory environment
- Reasonable return on investment and manageable risks
- Timely and effective execution vs. development costs

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# Most Critical Key to Success

♦ 1st Key

Strong LEADERSHIP makes all the other keys come together

February 2, 2011

ITEM #5

# City of Dania Beach

# CITY CENTER STREETSCAPE

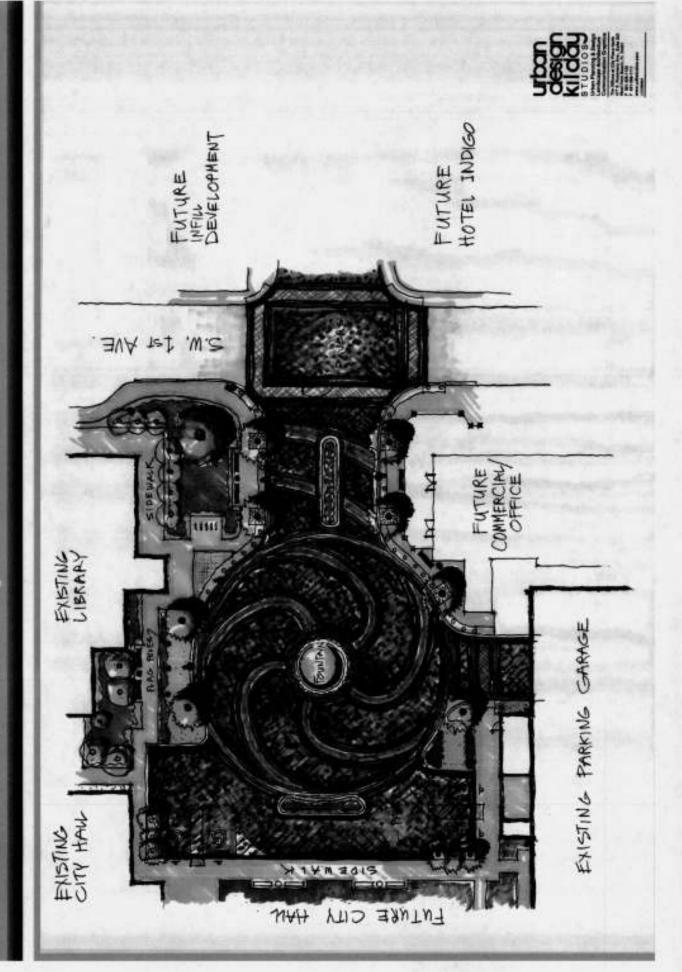
URBAN DESIGN DETAILS

"From U.S. Hwy #1 to City Hall"



February 2, 2011

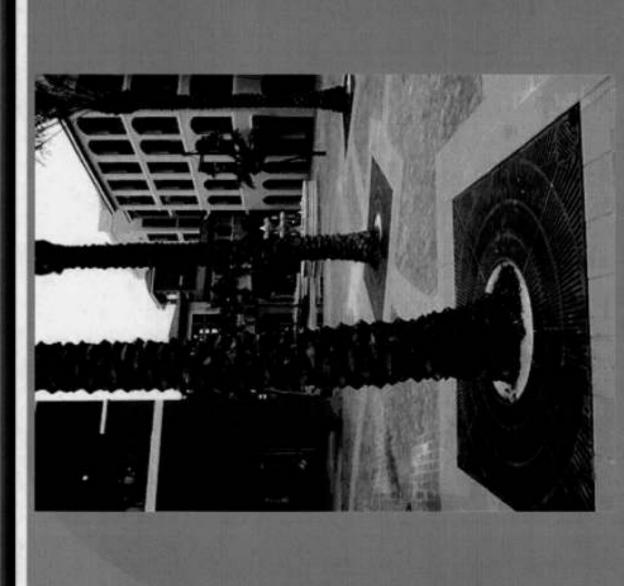








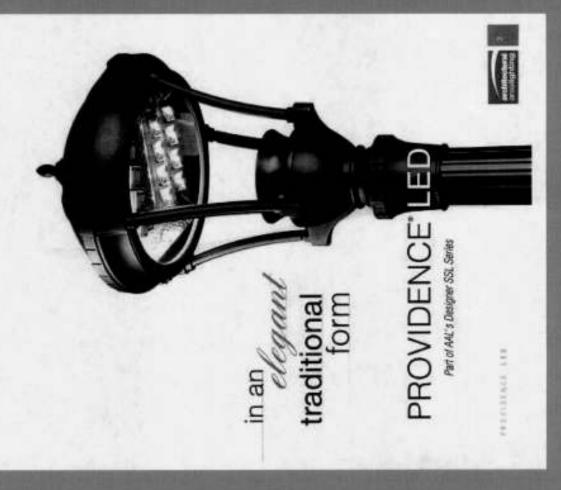




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## Light Fixture Option







## Light Fixture Option

## Bronzelite.

## TL7012 LED Flood Light



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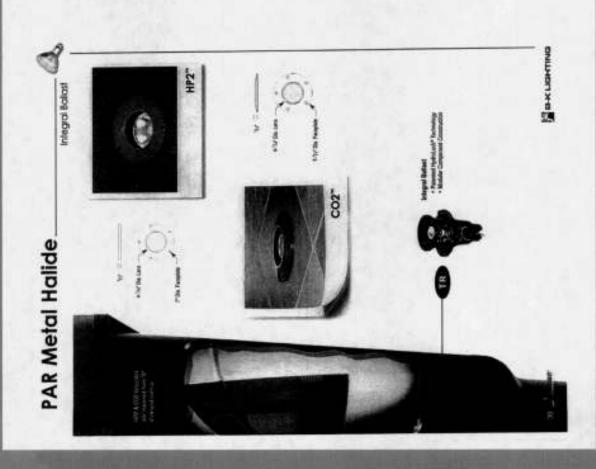


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Light Fixture Option

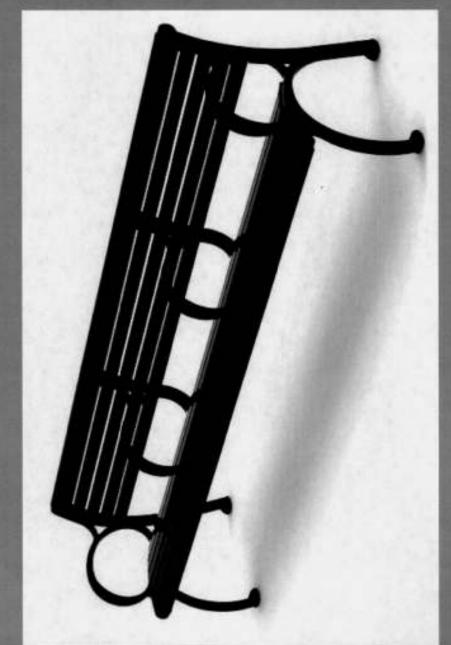








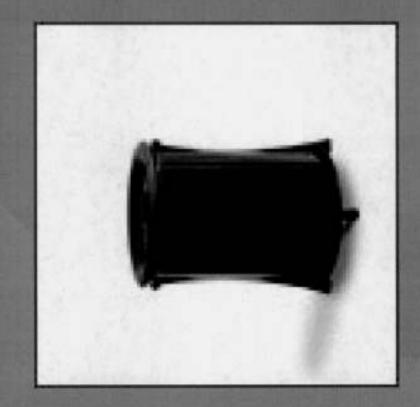






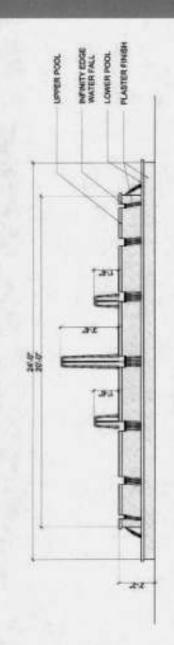








## Fountain Elevation





## Fountain Plan

FOUNTAIN JETS

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UPPLR FOOL WATER FALL LONER FOOL



